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U. S. DEPARTMENT OF AGRICULTURE

**FOOD STAMP
PROGRAM**



FOOD GUIDE

AGRICULTURE
LIBRARY

JULY 1962

25 1964

FOR FOOD DISTRIBUTORS IN FOOD STAMP PROGRAM AREAS

RECORDS

Milk • Turkeys • Ground Beef

Fresh Peaches

Frozen Orange Juice

Local Summer Vegetables

Rice • Margarine

The July FOOD GUIDE lists a variety of foods in abundant supply for summer merchandising. Give these items special attention in your advertising and store displays to help customers get maximum value for their food dollars. Serve your patrons, too, by directing their attention to nutritious, health-building foods.

A special service for FOOD DISTRIBUTORS

Containing merchandising suggestions about foods currently appearing on the Plentiful Foods List and other foods selected for nutritional value and low-cost appeal.

Merchandising Opportunities

FOR FOOD STAMP PROGRAM AREAS

TURKEYS: Start "talking turkey" the last week of June--then step-up the promotional plentiful turkeys tempo throughout July. It's prime time for top-volume--Fourth of July holiday meals will call for lots of birds and industry's "Summer Turkey Time" promotion is power-packed to get sales results.

- Quicken buying decisions and "gobbler" up sales--inspire economical turkey meal ideas with well planned display techniques. Load your case down with Toms and Hens--and use dividers to separate stocks of large, medium and small birds. To activate more customer interest--brighten up selling point with bright green parsley--scattered placements of colorful and nutritious summer vegetable items--and appetizing vitamin-filled new-crop fruits. Tie in and show numerous other turkey meal sales-makers--cranberry sauce, pickles, olives, bar-b-que sauce, etc.--as space permits. Spotlight turkeys with this consumer-reaching advertising theme--"A Luxury Meat At A Bargain Price."
- If you're using a rotisserie to prepare and sell ready-to-go roasted or bar-b-qed birds--move unit set-up over by the fresh turkey display case this month. With a good merchandising approach you can double fresh and cooked bird sales.

Sales Cues: "Summer Turkey Eating Time"--"Tender Bar-B-Quing"--"For A Delicious Sunday Meal"--"Young 'n Tender"--"Big Toms-Meaty Hens."

SUMMER VEGETABLES: A colorful, well-planned and freshly dressed vegetable department can be one of your best all-around summer sales boosters.

- Variety, cleanliness and quality promote purchases and consumer-appeal. And good lighting--to bring out color contrast--will make your vegetable "produce row" a

popular spot. Make your department attractive for sure sales results.

- During July lots of fresh vegetable cooking and salad "fixins" are in the making for quick 'n easy eating. Focus the spotlight on fresh sweet corn, tomatoes, lettuce, celery, carrots, green peppers, radishes, cabbage, cucumbers, leafy greens, fresh onions, etc.
- Space volume items so customers will have to travel the full produce line. And tell the fresh summer vegetable story--with good in-transit advertising and easily spotted price tags. Why not use counter top or case extenders to promote two-way sales--salad oils, mayonnaise, salad dressings, "streak-o-lean", cheese etc.

Sales Cues: "Farm Grown"--"Garden Fresh"--"Taste-Tempting"--"New Crop"--"Salad Fixin'"--"Quality With Price Appeal"

MILK: The tremendous nationwide publicity generated by the June Dairy Month promotion will carry over into July, and health-giving MILK and other dairy products will still rate the best-seller list.

- Change your dairy case layout--relocate dairy products and spruce up that milk display point--to afford customers a new look. Merchandising opportunities are endless--dress up your dairy case--and suggest cool nourishing milk for hot weather time.
- Keep the promotional pressure on the full dairy line--featuring MILK, ice cream and cheese. However, don't neglect other dairy product sales-makers--cottage cheese, evaporated milk, nonfat dry milk, sour cream, and yogurt. Push them, too.
- Hot days skyrocket MILK business. Promote thirst-quenching milk via newspaper ads this month--half-gallon specials--the right way. And feature this on your front store window every day of the week--all through the month.

JULY 1962

**DAILY
FOOD GUIDE**

MILK GROUP

Some milk for everyone

MEAT GROUP

2 or more servings

**FRUIT AND
VEGETABLE
GROUP**

4 or more servings

**BREAD AND
CEREAL GROUP**

4 or more servings

OTHER FOODS

As needed

FOOD BUYS

For USDA Food Coupon Users
and All Budget Minded Shoppers

Milk

Turkeys

Ground Beef

Fresh Peaches

Frozen Orange Juice

Local Summer Vegetables

Rice

Margarine

VARIETY is the KEY

FROZEN CONCENTRATED ORANGE JUICE: Here's a warm weather trade-puller--made to order for July merchandising.

- Make frozen concentrated orange juice the center of attraction at your frozen juice case. Focus attention to this top-seller with the best point-of-sales material possible. Double-up on freezer case "bed space"--show customers an extra large stock. Now, use eye-catching price cards to feature 3-can, 6-can and dozen-can specials.
 - Along with good P-O-P material, sign work makes an effective on-the-spot salesman. Tell shoppers--"Keep Cool! With Thirst-Satisfying Frozen Orange Juice"--"Here's A Real Pick-er-Upper Loaded With Vitamin C"--"A Breakfast Eye-Opener For Hot Weather Time," etc.
 - Put a little punch in your tie-in merchandising scheme--continue to promote frozen concentrated orange juice vigorously for breakfast meals. And plug this health-inviting juice for "small fry's afternoon snack time," too.
- Sales Cues: "Have A Cold Glass At Every Meal"--"You Need Vitamin C"--"An Iced Cold Picker-Upper"--"Keep Cool"--"Warm Weather Energy-Builder".

FRESH PEACHES: These "blushing beauties" sell themselves--just display 'em well at a heavy traffic point, give 'em a good advertising build-up, and see. Allow plenty of room--for a full display of fresh peaches, and a few tie-in items, too. Then gear your merchandising tactics for fast turnover, top volume--and good returns.

- Let that pleasing fresh peach aroma help you sell. Feature good-'n-ripe, top quality fruit--in your loose bin display. Don't pile them too high--give them room to breathe. And remember--peaches bruise easily, so handle with care. Spoiled and damaged fruit mean profits down the drain.
- Offset "combo" loose and prepack display with well placed peach-filled bushel baskets and boxes. More and more consumers are home canning and preserving seasonal fruits these days--so get fruit jars and caps, canning, pickling and preserving supplies in the peach display act. Plenty of recipes--and do-it-yourself instructions for canning, pickling and preserving--should be available at your selling point. Push fresh peaches--for "eating-out-of-hand". And delicious mouth-watering peaches make good company and great sales partners, teamed with dairy products--milk, cottage cheese and cream. Fresh peaches help move dry cereals--and are real sales-promoters featured with pie mixes, gelatins and fruit salad-making items, too.

CARROTS: Offer your customers reasonably priced "Vitamin C"--by the bunch or in clear film prepacks. Just be sure your offerings are clean and present that fresh look.

- Most shoppers know how to prepare carrots. However, good bin spot pointers can increase sales. Recommend carrot and raisin salads, carrot-loaded stews, appetizing "sticks" for salad trays, delicious "candied"--and a taste-mate vegetable to go with beef and pork.

ONIONS: Shoppers are always in the market for the vegetable that gives food preparations a gourmet's touch.

- Plan get-together selling to up sales. With quick, cool and casual eating now in style--set merchandising to team onions with ground beef, hot dogs and vegetable salad-making items this month.

GROUND BEEF: Aim a special at this all-purpose and economical red meat buy.

- Fill meat case with odd-weight packaging to satisfy both large- and small-family needs. Focus merchandising attention to hamburger meat--it's easy fixing and casual meals time. Push "ground round" with good case "tip signs"--suggesting for meat loaves, chile, spaghetti sauce, etc. Keep display spotless--and feature ground beef with a mammoth pound price sign.

CABBAGE: Heads the List of economy vegetable buys--and offers consumers NUTRITION and a good variety of tasty, easy-to-prepare vegetable dishes, too.

- An all-out COLE SLAW promotional effort can boost volume now. And purchase-inviting display plugs recommending "corned beef 'n CABBAGE," "CABBAGE 'n ham," and "CABBAGE rolls" will inspire even more purchases. Along with your "whole" heads, offer "half" heads in overwraps to get small-user sales.

MARGARINE: Moves better when displayed with related items.

- Tie in with a real top-notch sales booster--fresh sweet corn. And show it with pancake, waffle, roll and biscuit mixes. "Speak" to customers about it in your bakery department, too. Check with your distributor for good point-of-sales material to spot at central display.

RICE: Don't sell summer rice sales opportunities short--this is real rice pudding eating time. And other rice dishes are still a family demand, too.

- Rotate rice varieties weekly, featuring--in a good floor display with tie-in items mixed in or alongside--raisins for rice pudding, "makins" for chop suey, and chow mein, too. Offer customers a full line of blue rosé, long grain, brown and wild--and saffron-colored rices, also.

MENU OF THE MONTH

Fried turkey and gravy
Steamed rice
Buttered carrots
Coleslaw
Bread and margarine
Milk
Fresh peach

RECIPE OF THE MONTH

FRIED TURKEY

Young turkey, about 4 to 5 pounds ready-to-cook, disjointed and cut into serving pieces.

For each 3 pounds of turkey use:

1/2 cup flour	1/4 teaspoon poultry seasoning
2 teaspoons salt	Fat for frying, about 1 cup
1/4 teaspoon pepper	

Combine flour and seasonings in a paper bag. Shake turkey, 2 or 3 pieces at a time, in a clean paper bag to coat evenly. Save any left over flour for gravy. Cook to a uniform golden brown in 1/2 inch layer of moderately hot fat in heavy skillet--large enough to avoid crowding. Use tongs or two spoons for turning pieces. Start cooking pieces skin side down. Browning requires 15 to 20 minutes.

Reduce heat, cover tightly and cook slowly until tender, about an hour. If skillet cannot be covered tightly, add 1 to 2 tablespoons water to prevent sticking. The turkey is done when the thickest pieces are fork-tender. Uncover last 10 minutes to recrisp skin. If desired, prepare gravy from pan drippings.

To fry giblets, precook heart, gizzard and neck in boiling salted water until tender, drain, roll in flour and cook along with liver during last 15 minutes of cooking time.

FOOD STAMP PROGRAM TIPS

MR. GROCER:

Please help keep the Food Stamp Program free of violations--
OBEY THE RULES

--Reminders--

- DO NOT accept food stamp coupons from anyone without a Food Stamp Program Identification Card. Social Security cards and driver's licenses are not valid for food stamp identification. Further, the signature on the food stamp Identification Card must match the signature on the back of the coupon book. ALL COUPON BOOKS MUST BE SIGNED ON THE BACK COVER.
- DO NOT accept food stamp coupons for ineligible foods--food stamp coupon shoppers CANNOT BUY these items with stamp coupons--

Coffee, tea, bananas, or other imported foods.
Alcoholic beverages or tobacco in any form.
Non-food items--or soap, seeds, plants, food locker rent, etc.
Pet Food, Vitamin Pills or Drugs.
Prepared or cooked food--to be eaten on premises.
- DO NOT accept food stamp coupons that are detached from the book. The 25¢ coupon may be accepted if detached, but only for making change.
- DO NOT give cash in change on a food stamp purchase. Credit slips or tokens can be used when amount is not greater than 24¢.